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AWARDS : 2011

20TH ANNIVERSARY

**Best Dealer Website**

Having a strong profile online is vital for a dealership to prosper. It is often the first place your customer will look when researching their next car purchase. The website is a crucial marketing tool that should bring in a significant proportion of your leads and is increasingly a means by which you can build and maintain relationships with customers.

**What are the judges looking for?**

The judges are looking for a website that is easy to use, fast, functional, and attractive that encourages people to spend a lot of time viewing it and coming back to it. It needs to be kept up to date, make good use of pictures and be informative. The judges will also be looking for examples of innovation that put show your website is a cornerstone of your business.
Entries accepted from franchised and independent car and LCV dealers.

**How to enter**

Contact Kate Howard on 01733 468146 or email kate.howard@bauermedia.co.uk